

Entrepreneurial Self-Assessment

Listed below are traits shared by many successful entrepreneurs. Rate your strength or weakness for each trait. For example, if optimism is a great strength of yours give yourself a 5, but if it is a weakness give yourself a 1 or a 2. Then explain your reasoning for each rating, and describe how it might affect your success as an entrepreneur.

Optimism

My Rating: 1 2 3 4 5

Emotional Resilience

My Rating: 1 2 3 4 5

Locus of Control

My Rating: 1 2 3 4 5

Social Networking

My Rating: 1 2 3 4 5

Self-Promotion

My Rating: 1 2 3 4 5

Competitiveness

My Rating: 1 2 3 4 5

Goal-Setting

My Rating: 1 2 3 4 5

Work Drive

My Rating: 1 2 3 4 5

Tolerance for Financial Insecurity

My Rating: 1 2 3 4 5

Adaptability

My Rating: 1 2 3 4 5

Autonomy

My Rating: 1 2 3 4 5

Persistence

My Rating: 1 2 3 4 5

What should you do with your self-assessment?

- Design an action plan for developing specific traits, where possible.

- Consider how your unique strengths and weaknesses inform what type of business would be best for you.

- Think about what you should look for in partners or employees to complement your aptitude.
